

**PURE RESTORATION OUTDOOR IS THE NEW INDOOR  
OFFICIAL CONTEST RULES & REGULATIONS (the “Rules”)**

**1. Legal Entity and Identification:**

This Outdoor is the New Indoor Contest (the “Contest”) is owned, operated, and fulfilled by PURE Restoration Inc., legally registered and incorporated in the Province of Alberta, Canada, at 6010 12 Street SE, Calgary, Alberta, Canada, T2H 2X2, or its authorized representatives (the “Contest Owner”).

**2. No Purchase Necessary:**

No purchase is necessary to enter the Contest. Purchase of services from, or any prior or current business association with, the Contest Owner does not increase odds of winning.

**3. Eligibility:**

This Campaign is open only to those eighteen (18) years of age or older, who are legal residents of the Province of Alberta, Canada, and who have valid social media profiles on the social media network on which the entry is submitted, in accordance with the Rules set out herein.

**4. Agreement to Rules:**

By participating, the Contestant (“You”) agree to be fully and unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements at the time and on the date of your Entry. In addition, You agree to accept the decisions of the Contest Owner as final and binding as it relates to the completion of this Contest.

**5. Contest Period:**

Entries will be accepted online starting May 18, 2021 at 12:01 AM and ending June 11, 2021 at 12:00 PM. All entries must be received by 11:59 AM on June 10, 2021 (the “Contest Close”) in order to be deemed acceptable in accordance with the terms and conditions herein.

**6. How to Enter:**

(a) Facebook:

- i. Using your own Personal Facebook account, You must “Like” the Contest Owner’s page, located for certainty at <https://www.facebook.com/pureresidentiallyyc>;
- ii. You must “Like” any one (1) of the Contest posts; and
- iii. You must “Tag” two (2) “Friends” in the “Comments” section of the post.
- iv. For greater certainty, any and all terms of Sections 6.(a)(i) through and including 6.(a)(iii) possess the meaning ascribed to them in the Facebook Terms of Use.

**(b) Instagram:**

- i. Using your own Personal Instagram account, You must “Like” the Contest Owner’s page, located for certainty at <https://www.instagram.com/pureresidential/>;
- ii. You must “Like” any one (1) of the Contest posts; and
- iii. You must “Tag” two (2) “Friends” in the “Comments” section of the post.
- iv. For greater certainty, any and all terms of Sections 6.(b)(i) through and including 6.(b)(iii) possess the meaning ascribed to them in the Instagram Terms of Use.

**(c) Limitations:**

You may only enter once. Completing the steps as set forth in Sections 6.(a) and/or 6.(b) hereof any additional times will not confer, nor be accepted, as an additional entry into the Contest.

**(d) Burden of Completeness:**

The entry must fulfill all Contest requirements, as specified by the Rules herein, to be eligible to win a prize.

**7. Disqualification:**

- (a) Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the Contest Owner.
- (b) If You use fraudulent methods or otherwise attempt to circumvent the Rules, your submission may be removed from eligibility at the sole discretion of the Contest Owner.

**8. Prize(s):**

The Winner of the Contest (the “Winner”) will receive [contest prize] (the “Prize”), more specifically as follows:

- (a) Prize Quantity: There will be one (1) Prize awarded to one (1) Winner.
- (b) Prize Value: The maximum value of the Prize shall be no more than \$250, including applicable retail taxes. Actual or appraised value may differ at time of prize award.
- (c) Prize Description: The Prize will be generally described as a portable device the is designed and intended solely for the burning of wood or wood substitutes that is engineered for outdoor use only.

- (d) Substitution by Contest Owner: Notwithstanding Sections 8.(b) and 8.(c) herein, the Contest Owner reserves the sole and exclusive right to substitute the Prize with a similar item of equal or lesser value.
- (e) Substitution by Winner: No cash or other prize substitution shall be permitted except at the Contest Owner's discretion.
- (f) Non-Transferable: The Prize is non-transferable and will be awarded by the Contest Owner exclusively to the Winner.
- (g) Expenses: Any and all expenses related to or incurred as a result of the Winner received the Prize, including, without limitation, any and all Canadian Federal, Provincial, and/or local taxes, shall be the sole responsibility of Winner.
- (h) Winner's Release: Acceptance of prize constitutes permission for the Contest Owner to use the Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

9. **Odds:** The odds of winning depend on the number of eligible entries received.

**10. Winner Selection and Notification:**

- (a) Date of Draw: The Winner will be selected on June 17, 2021 by the Contest Owner (the "Draw").
- (b) Method of Draw: All entries received by or before the Contest Close will be entered into a randomized, double-blind draw.
- (c) Notification: The Winner will be notified by electronic personal message on the social network on which the Winner submitted the winning entry within five (5) business days of the Draw (the "Notification").
- (d) Limit of Liability: The Contest Owner shall have no liability for the Winner's failure to receive the Notification due to spam or junk filters, or other security settings, active and applicable to the social network identified in Section 10.(c) hereof.
- (e) Failure to Claim: If the Winner cannot be contacted, is ineligible, or fails to claim the prize within 30 days from the time the Notification was sent, the Prize may be forfeited and an alternate Winner selected. Receipt by
- (f) Compliance: The Winner of the Prize offered in this Contest is conditioned upon compliance with any and all Canadian Federal, Provincial, and local laws and regulations.

(g) Violation: ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (at the Contest Owner's sole discretion) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

11. **Rights Granted by You:** By entering this Contest, You understand and agree that the Contest Owner, anyone acting on behalf of the Contest Owner, and the Contest Owner's licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes, without any further compensation, notice, review, or consent.

12. **Terms & Conditions:**

(a) The Contest Owner reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond the Contest Owner's control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, the Contest Owner may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by the Contest Owner.

(b) The Contest Owner reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or violates these Terms & Conditions.

(c) The Contest Owner has the right, in its sole discretion, to maintain the integrity of the Contest, to void Contest Entries for any reason, including, but not limited to: multiple entries from the same user from different social media accounts; or the use of bots, macros, scripts, or other technical means for entering.

13. **Limitation of Liability:** By entering, You agree to release and hold harmless the Contest Owner and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from:

(a) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof;

(b) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment;

- (c) the unavailability or inaccessibility of any transmissions, telephone, or Internet service;
- (d) unauthorized human intervention in any part of the entry process or the Promotion; or
- (e) electronic or human error in the administration of the Promotion or the processing of entries.

14. **Disputes:** The Contest is governed by the laws of the Province of Alberta, Canada, without respect to Conflict of Law Doctrines. As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with the Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in the City of Calgary, Alberta, Canada having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased.

15. **Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on the Contest Owner's website.

16. **Severability:** Should any part hereof be in conflict with applicable laws or regulation, it shall be deemed severed from the Rules without any effect on the remaining Sections of these Rules.